

FORWARD

This survey of the oilseed industry for selected countries began in 1991 as a replacement for the annual oilseed report and the oilseed portion of the "Grains and Oilseeds Survey".

Information from the oilseed survey is used by government and industry to develop export market strategies and country priorities for the oilseed sector in Canada.

The Global Market Opportunity Review provides a detailed report of the oilseed sector in each of the outlined countries. The focus of the survey has been changed to emphasize less statistics and more information on sector trends, import policies and industry structure. The countries featured in the oilseed survey were selected through market plans devised by the Canola Council of Canada, Flax Council of Canada and the Ontario Soybean Growers' Marketing Board. The information in this review was provided by the Foreign Affairs and International Trade Commissioners abroad. The names and addresses of the Canadian Trade Offices are listed at the end of each country profile.

Although Japan and United States are major markets for oilseed exports, this report focuses on export opportunities in other countries. The U.S. and Japanese markets for oilseeds products have already been extensively developed by the Canadian oilseed sector and these markets are already well understood. Some of the countries in this report such as Brazil, Argentina and India are competitors with Canada in the oilseed export market.